

Darlington Culture Volunteer Policies and Procedures Social Media

Social media is an **important communication tool**. It helps us reach large numbers of people easily and, as such, **we encourage its appropriate use**.

Any website or application that enables users to create or share content or to participate in social networking, this includes (but is not limited to):

Social bookmarking -	Pinterest
Social news –	Reddit
Social networking –	Facebook, Twitter, LinkedIn
Social photo and video sharing-	Instagram, Youtube
Wiki-	Wikipedia
Use of ‘comments’ facilities on websites	BBC news page, Northern Echo etc.

Whether you choose to create, or participate in, any form of social media in your own time is your choice. We just ask if you are posting from a personal account at a Volunteer event that you:

- 1) Please ask the person(s) permission to post/upload any pictures of them or the venue.
- 2) Please don't post/upload any information that is not in the public domain.
- 3) If you come across any content on social media that is derogatory or incorrect please report it to us.

Make it clear that you are writing in a personal capacity.

When Darlington Culture Volunteers want to communicate with the public we have official social media profiles and only specifically authorised volunteers have the right to speak on behalf of Darlington Culture Volunteers.

If you are interested in becoming a social media volunteer you will be provided with further guidance and advice for writing, publishing and answering posts. We ask that you:

- Respect the privacy of individuals- don't post any information that identifies an individual unless you have their informed consent to do so.
- Respect the privacy of the public and potential volunteers- don't contact customers or potential volunteers using their personal social media accounts.
- Respect copyright- don't copy, digitise, alter or distribute any part of a copyrighted work without first obtaining the permission of the copyright owner.
- Seek advice from the Volunteer Co-ordinators if posting content relating to children or vulnerable adults. We need to be very careful not to do anything that could place children or vulnerable adults at risk of harm. For this reason, you must make sure that any social media content does not identify children or vulnerable adults unless authorised.
- If you come across any content on social media that is derogatory or incorrect please report it, so that we can formulate an appropriate response together.